



Certificate of Achievement

RAJANAND ILANGOVAN

has completed the following course:

DIGITAL SKILLS: SOCIAL MEDIA
ACCENTURE

This online course explored how to effectively use social media for business. It provided information on how to promote your brand, set campaign objectives, how to identify the target audience and the right channels.

2 weeks, 1 hour per week



Mark Sherwin
Lead Educator
Accenture



The person named on this certificate has completed the activities in the attached transcript. For more information about Certificates of Achievement and the effort required to become eligible, visit futurelearn.com/proof-of-learning/certificate-of-achievement.

This learner has not verified their identity. The certificate and transcript do not imply the award of credit or the conferment of a qualification from Accenture.

A yellow staircase icon with three steps, pointing upwards.

RAJANAND ILANGO VAN

has completed the following course:

DIGITAL SKILLS: SOCIAL MEDIA ACCENTURE

A circular badge with a thin grey border. Inside, the text "98%" is in a large, bold font, and "AVERAGE TEST SCORE" is in a smaller font below it.

98%
AVERAGE TEST
SCORE

This course explored why social media is so important for businesses today and how it can be used to establish and build brand presence. It outlined the key steps involved in promoting a brand through social media, including setting and tracking campaign objectives. Other topics covered included how to identify your target audience and the right channels, how to create engaging content, and how to manage your presence online.

STUDY REQUIREMENT

2 weeks, 1 hour per week

LEARNING OUTCOMES

- Explain what Social Media is
- Describe how it can be used to build a brand
- Explain what target groups are
- Identify social media channels
- Explain tips for messaging
- Describe the role of a Social Media Manager
- Identify Social Media Management tools

SYLLABUS

Week 1

- What is social media?
- Target groups
- Social media channels
- Managing your social media presence
- Social media management tools

Week 2

- Social media top tips
- The importance of performance measurement
- Social media listening